

AMENDMENT OF SOLICITATION/MODIFICATION OF CONTRACT		1. CONTRACT ID CODE		PAGE OF PAGES 1 3	
2. AMENDMENT/MODIFICATION NO. 0001		3. EFFECTIVE DATE SEE 16C.		4. REQUISITION/PURCHASE REQ. NO. 7480-7464	
5. PROJECT NO. (if applicable)					
6. ISSUED BY CODE NAT. INST. OF STANDARDS & TECHNOLOGY ACQUISITION & ASSISTANCE DIVISION BUILDING 301, ROOM B117 GAITHERSBURG, MD 20899-0001		7. ADMINISTERED BY (If other than Item 6) CODE NAT. INST. OF STANDARDS & TECHNOLOGY ACQUISITION & ASSISTANCE DIVISION BUILDING 301, ROOM B117 GAITHERSBURG, MD 20899-0001			
8. NAME AND ADDRESS OF CONTRACTOR (No., street, county, State and ZIP code)  To All Potential Offerors		9A. AMENDMENT OF SOLICITATION NO. 52SBNB7C1080		9B. DATED (SEE ITEM 11) 05/05/97	
CODE		FACILITY CODE		10A. MODIFICATION OF CONTRACT/ORDER NO.	
				10B. DATED (SEE ITEM 13)	

11. THIS ITEM ONLY APPLIES TO AMENDMENTS OF SOLICITATIONS

☐ The above numbered solicitation is amended as set forth in Item 14. The hour and date specified for receipt of offers ☒ is extended, ☐ is not extended. Offerors must acknowledge receipt of this amendment prior to the hour and date specified in the solicitation or as amended, by one of the following methods: (a) By completing Items 8 and 15, and returning 1 copies of the amendment; (b) By acknowledging receipt of this amendment on each copy of the offer submitted; or (c) By separate letter or telegram which includes a reference to the solicitation and amendment numbers. FAILURE OF YOUR ACKNOWLEDGMENT TO BE RECEIVED AT THE PLACE DESIGNATED FOR THE RECEIPT OF OFFERS PRIOR TO THE HOUR AND DATE SPECIFIED MAY RESULT IN REJECTION OF YOUR OFFER. If by virtue of this amendment you desire to change an offer already submitted, such change may be made by telegram or letter, provided each telegram or letter makes reference to the solicitation and this amendment, and is received prior to the opening hour and date specified.

12. ACCOUNTING AND APPROPRIATION DATA (if required)

13. THIS ITEM APPLIES ONLY TO MODIFICATIONS OF CONTRACTS/ORDERS,  
IT MODIFIES THE CONTRACT/ORDER NO. AS DESCRIBED IN ITEM 14.

A. THIS CHANGE ORDER IS ISSUED PURSUANT TO: (Specify authority) THE CHANGES SET FORTH IN ITEM 14 ARE MADE IN THE CONTRACT ORDER NO. IN ITEM 10A.
B. THE ABOVE NUMBERED CONTRACT/ORDER IS MODIFIED TO REFLECT THE ADMINISTRATIVE CHANGES (such as changes in paying office, appropriation data, etc.) SET FORTH IN ITEM 14, PURSUANT TO THE AUTHORITY OF FAR 43.103(b).
C. THIS SUPPLEMENTAL AGREEMENT IS ENTERED INTO PURSUANT TO AUTHORITY OF:
D. OTHER (Specify type of modification and authority)

E. IMPORTANT: Contractor ☐ is not, ☐ is required to sign this document and return \_\_\_\_\_ copies to the issuing office.

14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.)

The date and time for receipt of offers is extended to 2:00 p.m., May 30, 1997.

The following questions have been received from potential offerors:

- 1) Q. We have a branch office located in the Washington DC area. Are we correct in our assumption that we are, therefore qualified to bid on this contract?

< See Continuation Sheet(s) >

Except as provided herein, all terms and conditions of the document referenced in Item 9A or 10A, as heretofore changed, remains unchanged and in full force and effect.

15A. NAME AND TITLE OF SIGNER (Type or print)		16A. NAME AND TITLE OF CONTRACTING OFFICER (Type or print) PAULINE E. MALLGRAVE	
15B. CONTRACTOR/OFFEROR	15C. DATE SIGNED	16B. UNITED STATES OF AMERICA BY <i>Pauline E. Mallgrave</i> (Signature of Contracting Officer)	16C. DATE SIGNED 5/21/97
(Signature of person authorized to sign)			

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14. DESCRIPTION OF AMENDMENT/MODIFICATION (Organized by UCF section headings, including solicitation/contract subject matter where feasible.) - CONTINUATION

- A. The branch office shall be a stand alone office which has all the resources to successfully complete the requirements of the statement of work. A branch office would not be considered if it goes through the home office for approval of any part(s) of the project. The branch/home office operating relationship will have to be evaluated by the Government before a determination is made.
2. Q. Regarding the direct mail component-cost items (similar to advertising space costs), which may include printing, mailing services, postage, as well as purchase of mailing lists, do not appear to be listed as items in the schedule of supplies/services. On what basis will you expect these items to be costed.
  - A. These items should be included with the Contractor purchase of advertising space items 0002, 0004, and 0006.
3. Q. The request for proposal refers to focus groups and a 1996 pilot marketing effort. Was this pilot conducted by a contractor and would that contractor be eligible for this bid? Are the results of the marketing pilot available?
  - A. Several of the MEP centers conducted this pilot. No, they cannot submit a proposal on this procurement. The results are provided for information purposes only: <http://www.mep.nist.gov/centers/pr>
4. Q. It is unclear whether the option periods are continuation of ad placements, modifying the original concepts per campaign results, or developing alternative concepts and ads from those originally conceived. Could further detail be provided on the intended scope of these option periods?
  - A. All of the above aspects should be considered and included in the offeror's proposal. It should reflect the firm's capabilities, talent, and resources.
5. Q. Without knowing the publications to be selected and their specifications, can recommended specifications be provided from which costs can be estimated on color outputs since a variety of possibilities exist that could affect cost.
  - A. Since we don't know which magazines we will select for this campaign offeror's should price on a higher scale to cover costs. Most likely we will choose to develop four-color ads but this is dependent on the selection.
6. Q. Is NIST looking for a traditional direct mail package or a customized one? Without more specification, it is difficult to suggest an approach. Without knowing the number and type of pieces in the package, it is equally difficult to estimate cost. Can NIST provide more detail on its baseline requirements for the direct mail package?
  - A. Typically MEP would develop a direct mail piece that included two to three pieces. The contractor, based on their experience, may feel that a direct mail piece works better with four to five pieces. If this is the case we would expect that the contractor suggest the approach that they typically found works the best. The offeror should

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take this opportunity to demonstrate what they can offer, in regards to a successful direct mail campaign.

7. Q. Should the fulfillment/distribution costs for the direct mail campaign be included in the proposal.
  - A. Fulfillment/distribution should be included with contractor's purchase of advertising space items 0002, 0004, and 0006.
8. Q. Is a bidders list available?
  - A. The list is included as an attachment to this amendment.
9. Q. How should cost for items such as messengers, original illustration or photography not supplied by the client, service bureau work such as negatives, film, veloxes, long distance phone calls, overnight services, etc. be handled.
  - A. This should be proposed as a fixed price and included in items 0001, 0003, and 0005.

7C1080  
5/19

APPELGREN ASSOCIATES  
ATTN BRUCE APPELGREN  
415 EAST ACADEMY STREET  
CHARLES TOWN, WV 25414

CAMPAIGN CONSULTATION, INC  
ATTN LINDA B. RIVELIS  
2817 ST. PAUL ST.  
BALTIMORE, MD 21218-4312

CREATIVE IDEAS ADVERTISING  
ATTN BRIAN LAZAR  
1111 LINCOLN ROAD  
SUITE 805  
MIAMI BEACH, FL 33139

DONYA MELANSON ASSOCIATES  
ATTN THOMAS LENNOX  
3420 NO. RANDOLPH STREET  
ARLINGTON, VA 22207

GCS, INC \*\*  
ATTN GUY M. GRAY  
CONCOURSE TOWERS  
2000 PALM BEACH LAKES BLVD  
WEST PALM BEACH, FL 33409

GONZALES CONSULTING SERVICES, INC  
ATTN WALTER R. WHITEMORE, SR  
303 EAST 17TH AVENUE  
SUITE 910  
DENVER, CO 80203

GOVERNMENT CONTRACTS SERVICES, INC  
ATTN BARBARA PURGERT  
P.O. BOX 31418  
INDEPENDENCE, OH 44131

HALL COMMUNICATIONS, INC  
ATTN FRANCES WHITE HALL  
P.O. BOX 30631  
KNOXVILLE, TN 37930

HENRY J KAUFMAN & ASSOCIATES, INC  
ATTN MIKE CARBERRY  
2233 WISCONSIN AVENUE, NW  
WASHINGTON, DC 20007

KIRK/MARSHLAND ADVERTISING, INC  
ATTN J. RICHARD KIRK  
360 CEDAR STREET  
CHATHAM, MA 02633

LAUGHLIN, MARINACCIO & OWENS  
ATTN DOUG LAUGHLIN  
2000 N. 14TH ST.  
SUITE 380  
ARLINGTON, VA 22201

LINDA S. SHERMAN DESIGN  
ATTN LINDA S. SHERMAN  
9825 CANAL RD.  
GAITHERSBURG, MD 20879

LISBOA ASSOCIATES, INC  
ATTN DR STEVEN BRADFORD  
1317 F ST., NW  
SUITE 400  
WASHINGTON, DC 20004

MANAGEMENT SYSTEMS SUPPORT, INC  
ATTN SUZANNE MILLS  
1100 SOUTH WASHINGTON STREET  
SUITE 200  
ALEXANDRIA, VA 22314

MARIA MADDALENA  
1710 GOODRIDGE DRIVE  
MS T2-7-4  
MCLEAN, VA 22102

MATTHEWS MEDIA GROUP, INC  
ATTN BEATRICE WOLMAN  
3405 OLANDWOOD COURT, SUITE 203  
OLNEY, MD 20832

POUND & COMPANY  
ATTN JAMIE POUND  
1828 L STREET, NW  
SUITE 402  
WASHINGTON, DC 20036

PROSPECT ASSOCIATES  
ATTN LAURA BIESIADECKI  
1801 ROCKVILLE PIKE  
SUITE 500  
ROCKVILLE, MD 20852-1683

RAI  
ATTN MARK POMPLON  
8221 PRESTON CT.  
JESSUP, MD 20794

RPI  
ATTN ALVIN G. RUPPEL  
7929 LIBERTY ROAD  
BALTIMORE, MD 21244

S&C ADVERTISING & PUBLIC RELATIONS  
ATTN EARLINE LAGUERUELA  
4204 GARDENDALE, STE. 320  
SAN ANTONIO, TX 78229-3132

SAIC  
ATTN JENNIFER MESSINA  
RFP OFFICE  
1710 GOODRIDGE DR., T2-7-4  
MCLEAN, VA 22102

SENTECH, INC  
ATTN FAITH KLARICH  
4733 BETHESDA AVENUE  
SUITE 608  
BETHESDA, MD 20814

STELLAR COMMUNICATIONS  
ATTN KAREN KORRIE  
8484 GEORGIA AVE., STE. 1010  
SILVER SPRING, MD 20910

STRATEGIC RESULTS, LLC  
6004 LAKEVIEW ROAD  
BALTIMORE, MD 21210

SYSTEM PLANNING CORPORATION  
ATTN EVELYN M. WRIGHT  
1439 NORTH QUINCY STREET  
ARLINGTON, VA 22207

THE WASHINGTON AGENCY  
ATTN PATRICIA A TEETS  
1220 SUNRISE VALLEY DRIVE  
SUITE 125  
RESTON, VA 20191-3447

THE STERN AGENCY  
ATTN ED STERN  
6760 ALEXANDER BELL DRIVE, STE. 100  
COLUMBIA, MD 21046